# Instagram's Role in Promoting Clean and Healthy Living During COVID-19: Weak Correlation Found

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**Abstract.** This study aimed to investigate the relationship between exposure to the Instagram account @satgasperubahanperilaku and changes in people's lifestyles in response to the COVID-19 pandemic. A total of 100 respondents were given a questionnaire, and their responses were analyzed using multiple correlation tests, multiple regression tests, and T tests. The results showed a weak correlation (0.279) between exposure to the Instagram account and changes in lifestyle. The study suggests that the government and the Instagram account @satgasperubahan-perilaku should increase their level of exposure to the public based on indicators such as frequency, duration, and intensity to improve the compliance of people in carrying out Clean and Healthy Life Behavior. These findings have important implications for the role of social media and government in educating the public during the transition of the COVID-19 pandemic to an endemic period.

**Keywords:** COVID-19 · Instagram · Lifestyle Changes · Government · Social Media

## 1 Introduction

Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) or familiarly called Corona virus is a virus that attacks the respiratory system and causes Coronavirus Disease 2019 (Covid-19). This virus was first discovered to infect residents of Wuhan City, Hubei, China on December 31, 2019. Within months, the Corona virus spread rapidly throughout the world so that it was designated a pandemic by World Health Organization (WHO) on March 11, 2020.

Launching information from the official website of the WHO, a person can be infected with Covid-19 directly or indirectly. Directly, transmission can occur due to close contact with an infected person through secretions or the release of substances from the mouth or nose in the form of saliva, respiratory secretions, and also droplets. Meanwhile, indirectly, transmission can occur when someone comes into contact with objects or surfaces that have been contaminated with the virus. In the vast majority of cases, Covid-19 causes mild to moderate respiratory infections. However, the impact can be more dangerous or even fatal if it infects the elderly, pregnant women, and people with congenital diseases.

Since its initial appearance, this virus has continued to grow and mutate into various types of variants that have different characteristics, both from symptoms to health impacts. Call it the alpha, beta, delta, gamma variants, and the variant with the highest known transmission rate is the omicron variant. As of May 2022, WHO reported that Covid-19 had infected 529 million people in the world, with an accumulated death of 6.2 million people. While in Indonesia, more than 6 million people have been infected, with an accumulated death of 156,000 people.

In view of the increasing number of confirmed cases every day, governments around the world are implementing various policies as an effort to prevent the spread of the virus transmission. In Indonesia, some of the policies implemented include Large-Scale Social Restrictions (Pembatasan Sosial Berskala Besar or PSBB), Implementation of Java-Bali Community Activity Restrictions (Pemberlakuan Pembatasan Kegiatan Masyarakat or PPKM), Micro PPKM, Emergency PPKM, and PPKM Levels 1–4. This policy has changed the everyday life because people are required to comply with strict health protocols and limit mobility and interaction with others. The established procedures include restrictions on activities that invite large gatherings of people, closures and restrictions on operating time of public places, diversion of work and school activities from home, physical and social distancing, self-quarantine, and restrictions on the mobility of people who want to enter or leave the country's territory.

In the midst of the massive spread of Covid-19, new hope has emerged since the creation of the Covid-19 vaccine. Several types of Covid-19 vaccines used in Indonesia are Sinovac, Astrazeneca, Sinopharm, Moderna, Pfizer, and Novavax vaccines. Vaccination itself has the aim of stimulating the formation of a person's immune system to be able to recognize and fight viruses that cause infection. By giving the vaccine, it is hoped that it can reduce morbidity, mortality rates, and encourage the formation of herd immunity. If reviewed further, the administration of the Covid-19 vaccine can even maintain productivity and reduce the social and economic impacts experienced by the community.

Although it is considered capable of protecting and strengthening the health system as a whole, the process of distributing the Covid-19 vaccine at the beginning of its emergence in Indonesia faced pros and cons in the community. People who are against vaccines doubt the effectiveness of the vaccine because the process of creation is so fast, which is only about one year, even though if you launch The History of Vaccines, making a vaccine takes about 10 to 15 years. In addition, the results of a survey conducted by the Indonesian Ulema Council (Majelis Ulama Indonesia or MUI) in March 2021 showed data that 36% of the public doubted the vaccine for halal reasons, until the MUI denied this by giving a fatwa that the Covid-19 vaccine had been tested for halalness.

The government has done a lot to convince the public to vaccinate. Despite the pros and cons, the vaccination program is considered the key to reducing mortality and morbidity and increasing immunity against Covid-19. In order to speed up the distribution of vaccines, various public facilities require to show proof of having been vaccinated with a vaccination card.

The majority of people are willing to accept the vaccination program. The expansion of Indonesia's vaccination program has touched the figure of 95.65% for the first dose, 79.54% for the second dose, and 19.95% for the third dose per period 8 May 2022 on the

vaccine.kemkes.go.id page. The distribution of vaccines has been accepted and carried out by the majority of the community, especially for the Special Region of Jakarta, Bali and Yogyakarta areas. The three regions have penetrated more than 80% per period 23 Februari 2022. People who have received the vaccine consist of various groups, such as health workers, public officer, the elderly, the general public, and youth.

The vaccination program is entering the prevention stage so that confirmed cases of Covid-19 can decrease significantly. Spokesperson for the Covid-19 Vaccination of the Ministry of Health, dr. Siti Nadia Tarmizi M. Epid, said the importance of full-dose vaccination with a target of exceeding 208 million Indonesians. The existence of vaccination resulted in a slowdown in the addition of active cases at 15,448 per day. In addition, as of February 20, 2022, confirmed cases decreased from 59,384 to 48,484 cases.

Changes in people's lifestyles and the provision of vaccination programs are supported by the government so that the number of Covid patients as of June 2, 2022 on the covid19.go.id page was recorded at 6,055,645 people with a recovery rate of 5,895,940 people. The government's policy has produced results in the form of people having a new lifestyle by implementing 3M, 3T, and vaccination. Although cases continue to decline, the Indonesian government is in no hurry to announce the transition from pandemic to endemic.

It is important to look at the changing patterns of people's lives that occurred during the transition from a pandemic to an endemic state. Before going any further, endemic means a disease that infects an area or a group of people. This state sees disease as a condition that is common in a population or a certain geographic area. The transition from pandemic to endemic was addressed by relaxing various policies, such as lowering the PPKM level three to level two, eliminating antigens and PCR test for domestic travel, and the quarantine period (from 14 days to 7 days, then 3 days, to 1 day only). PCR stand for *polymerase chain reaction.* PCR is a method of examining the SARS Cov-2 virus by detecting virus DNA. This test will get results whether a person is positive or negative for SARS Co-2.

The transition from pandemic to endemic certainly needs a new lifestyle in society. Moreover, the Covid-19 pandemic has occurred from 2019 until now, bringing new habits. Starting from daily habits such as washing hands, wearing masks, and keeping a distance to be 'gifts' from the Covid-19 pandemic.

Unfortunately, Microsoft Founder Bill Gates predicts the state of a full-blown epidemic will occur in the next 20 years. Seeing these estimates, it is important to monitor the habits of implementing Clean and Healthy Life (Perilaku Hidup Bersh dan Sehat or PHBS) in the community. In addition, the government should be able to provide an educational platform to increase public knowledge, such as through social media Instagram, such as @satgasperubahanperilaku (It is mean "Task Force for Behavior Change"). Therefore, the respondents of this study were all people who were exposed to the Instagram account @satgasperubahanperilaku.

This study review how people prepare for endemic and provide a perspective on how the influence of the Instagram account exposure @satgasperubahanperilaku to changes in people's lifestyles. The purpose of this study is to provide data on changes in people's

lifestyles towards endemic and provide input for the government in providing education to the community.

## 2   Literature Review

In the Covid-19 pandemic situation, health communication through social media is believed to be an important factor to facilitate the dissemination of information and promote permanent changes in people's behavior [1]. This can happen because social media provides information about health that comes from various sources, this flow of information then encourages individuals to take responsibility for their health. The same thing was expressed [2]. who found the fact that in general, exposure to information about Covid-19 on social media had a positive impact on the level of people's healthy living behavior in the new normal era, with a percentage of 5.5%.

While [1, 2] researches social media in general, [3] focuses on research related to the feasibility of using Twitter social media to monitor public attitudes towards health events and policies since the early days of the Covid-19 pandemic. Twitter is considered quite feasible to use as a monitoring system that is fast and does not require a lot of energy. The study also investigates changing attitudes on several public health topics. For example, many people have changed their attitude towards stay-at-home policies.

Twitter is also the object of research [4] which seeks to explore how the Canadian Health Service (PHAC) and Health Canada (HC) communicate with Canadian citizens. Communication is carried out by prioritizing a proactive approach in the form of providing fast fashion fact-based information to fight the spread of false information. The strategy was later found to be able to influence communication, outreach, engagement, and ultimately adherence to public health advice.

On the other hand, [5] examines the mechanism underlying the relationship between China's leading social media accounts, namely WeChat and Tencent QQ, and the infodemic phenomenon during the first wave of Covid-19 in China. Research findings indicate that social media acts as the main source of information to influence the infodemic through increasing social support and reducing the flow of information circulating. Social media is said to be able to create infodemic parallels that have an impact on the health and well-being of the world's citizens.

A number of the studies above put forward the idea that during the Covid-19 pandemic, social media had a role in changing people's lifestyles. In contrast to previous research, this study raises the value of novelty, which is carried out when Indonesia enters an endemic period. In this study, it will be reviewed to what extent people's behavior changes in complying with health protocols, considering that people may be careless because they think the pandemic will end soon. In fact, the transmission of the virus is still going on even though the numbers are low. In addition, there is a possibility that more virus variants will emerge or even the emergence of a more deadly virus in the future.

Another novelty lies in the object of research which is the Instagram social media @satgasperubahanperilaku, as an official platform managed by the government through the Covid-19 Task Force for Behavior Change Sector. In this crucial situation, government communication activities are very important to study because they can affect

fundamental things in managing risk, maintaining health, and maintaining public trust [6]. Instagram was chosen because as of 2022 this platform ranks second most widely used after WhatsApp with a percentage of 84.8% of the total population in Indonesia.

The theory that underlies this research is the Media Richness Theory (MRT) which was introduced by Richard L. Daft and Robert H. Lengel. Relying on information processing theory for its theoretical foundation, MRT was originally developed to describe and evaluate communication media in organizations. In presenting media richness theory, Daft and Lengel sought to help organizations overcome communication challenges, such as unclear or confusing messages, or conflicting interpretations of messages [7]. Other researchers have tested the theory to improve it. MRT has been adapted for inclusion in new media, such as video calls, online conferencing, and online courses [8].

MRT states that all communication media vary in their ability to enable users to communicate and change understanding. This level of ability is known as the "wealth" of the medium. MRT places all communication media on a continuous scale based on their ability to adequately communicate complex messages. Media that can efficiently address different terms of reference and clarify ambiguous issues are considered to be richer than communication media that require more time to convey understanding is considered less rich.

The main driver in selecting a communication medium for a particular message is to reduce the ambiguity, or possibility of misinterpretation, of a message [9]. The fainter the message, the more cues and data needed to interpret it correctly. For example, a simple message meant to set a meeting time and place could be communicated in a short email, but a more detailed message about a person's performance and expectations would be better communicated through face-to-face interactions.

There are four factors that influence media richness: the media's ability to transmit multiple cues (e.g., vocal inflection, gestures), feedback immediacy (how quickly the media allows the recipient to respond to messages), language variation (e.g., words, math, art, etc.)), and media personal focus (the ability to personalize the message to the recipient).

Richer media (such as face-to-face conversations) allow users to communicate more quickly and to better understand ambiguous messages than leaner media (such as written memos). So, MRT argues that the use of richer media will result in better performance for vague tasks (such as deciding whether to acquire a company), while the use of leaner media will lead to better performance for less cryptic tasks (such as as determining customer reactions to label products). MRT is not precise about the definition of performance, but in later works, Daft and Lengel discuss performance in three ways: making better decisions (effectiveness), making better use of time (efficiency), and building shared systems of meaning (consensus among participants) [10].

Instagram is a medium that has a high level of wealth. It can display motion, photos, colors, text, and so on. Interactivity is also high with the choice of interaction in public (comments) or private (direct messages) spaces. Based on MRT's thinking, Instagram will have a big impact on its users.

**Table 1.** Identity of Respondent

| Criteria | | N | Percentage |
|---|---|---|---|
| **Gender** | Male | 19 | 19% |
| | Female | 81 | 81% |
| **Age** | 15–20 | 11 | 11% |
| | 20–25 | 83 | 83% |
| | 25–30 | 3 | 3% |
| | >30 | 3 | 3% |
| **Job** | University student | 73 | 73% |
| | Student | 5 | 5% |
| | Public employee | 11 | 11% |
| | Entrepreneur | 7 | 7% |
| | IRT | 1 | 1% |
| | ASN | 1 | 1% |
| | Housewife | 1 | 1% |
| | Model | 1 | 1% |

## 3   Results

As mentioned in the previous section, this study collected primary data using a questionnaire distributed to 100 respondents. Of the total 100 respondents obtained, the majority of respondents are female with a percentage of 89%, aged 20–25 years with a percentage of 83%, work as a student with a percentage of 73%. For the respondent's domicile, all of them come from the island of Java which are spread across all existing provinces, namely Special Region of Jakarta, Banten, West Java, Central Java, East Java, and Yogyakarta. More details can be seen in the Table 1.

Respondents who opened and did not open a @satgasperubahanperilaku account more than five times a week tended to have almost the same number. As many as 37% of respondents answered agree or they open an account at least five times a week. Meanwhile, 12% of respondents open more than five times a week. This account is the official account of the Indonesian government which contains information regarding precautions to maintain health after the COVID-19 pandemic.

Until this article was written, the pandemic status has not been revoked, but the spread of the corona virus has dropped drastically. This virus also mutates into other variants such as the omicron variant which produces influenza-like illness. The @satgasperubahanperilaku account invites the public not to ignore and underestimate the corona virus. Advice to keep wearing masks in public spaces is often displayed here. The following is an example of the content of the @satgasperubahanperilaku account post (Fig. 1).

Not only exposed to information from the accounts studied, the respondents also thought that the @satgasperubahanperilaku attracted attention. As many as 43% of

**Fig. 1.** An example of one of the posts on @satgasperubahanperilaku

respondents agree and 33% of other respondents strongly agree that the account has attractiveness. This figure is high because if you add up the results reach 76%

The validity test was carried out using SPSS V.25 tools to 30 respondents. Because it is a social science research, a two-way test significance level of 5% is used and the r table value is 0.361. Question items are considered valid if r count > r table (0.361). Based on the results of the data processing carried out, 20 statement items in the X variable have a calculated r value > the r table value, therefore all of the question items are declared valid. While in the Y variable there is a calculated r value < of the r table value, namely the statement items 12, 14, and 18, then all three are declared invalid.

The reliability test was carried out using SPSS V.25 tools, measured by Cronbach Alpha. If the results of Cronbach Alpha > from 0.6 then the statement item is declared reliable. From the results of reliability testing on 20 item statements of the X variable, the Cronbach Alpha value obtained is 0.970, so the value is > from 0.6. While reliability testing on 17 statement items on variable Y, shows Cronbach Alpha of 0.824, so the value is > from 0.6. It can be concluded that the questionnaire measuring instrument in this study is reliable.

Normality test was performed using One-Sample Kolmogorov-Smirnov. The distribution of data is declared normal if the significant value is > 0.05. The results showed that the value of Asymp. Sig. (2-tailed) of 0.172 which means > 0.05. So it can be concluded that the data in this study have a normal distribution or are in a normal distribution (Table 2).

The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a requirement in correlation analysis or linear regression. Two variables can be said to have a linear relationship if the value of sig. Deviation from linearity is greater than 0.05. The results showed the value of sig. Deviation from linearity is 0.391 > 0.05, so there is a linear relationship between variable X and variable Y.

**Table 2.** One-Sample Kolmogorov-Smirnov Test

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
|  | Std. Deviation | 5.91172906 |
| Most Extreme Differences | Absolute | .076 |
|  | Positive | .046 |
|  | Negative | − .076 |
| Test Statistic |  | .076 |
| Asymp. Sig. (2-tailed) |  | .172[c] |
| a. Test distribution is Normal. |  |  |
| b. Calculated from data. |  |  |
| c. Lilliefors Significance Correction. |  |  |

**Table 3.** Coefficients[a]

| Model |  | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
|  |  | B | Std. Error | Beta |  |  |
| 1 | (Constant) | 9.236 | 1.860 |  | 4.965 | .000 |
|  | Terpaan Akun IG @Satgasperubahanperilaku | −.065 | .025 | −.254 | −2.595 | .011 |
| a. Dependent Variable: ABS_RES |  |  |  |  |  |  |

Heteroscedasticity test was conducted to test the occurrence of differences in residual variance from one observation period to another observation period. If the significance value (Sig) between the independent variable and the absolute residual is greater than 0.05, then there is no heteroscedasticity problem. From the results obtained, it can be concluded that the significance value of the variable X $= 0.011 >$ of 0.05 means that there are no symptoms of heteroscedasticity because the value of Sig. greater than 0.05. More details can be seen in the Table 3.

Hypothesis testing
The Moment Product Correlation Test was conducted to find out whether there was a correlation/relationship between the X and Y variables. If sig $< 0.05$ then there was a correlation, but if sig $> 0.05$ then there was no correlation. The results showed sig. (2-tailed) 0.005, it can be said that the X variable has a significant correlation with the Y variable. The Pearson correlation shows the number 0.279, which means that the degree of connection is included in the weak correlation. More details can be seen in the Table 4.

**Table 4.** Correlations

|  |  | Exposed @Satgasperubahanperilaku | Changes in community behavior |
|---|---|---|---|
| Exposed @Satgasperubahanperilaku | Pearson Correlation | 1 | .279[**] |
|  | Sig. (2-tailed) |  | .005 |
|  | N | 100 | 100 |
| Changes in community behavior | Pearson Correlation | .279[**] | 1 |
|  | Sig. (2-tailed) | .005 |  |
|  | N | 100 | 100 |

[**]. Correlation is significant at the 0.01 level (2-tailed).

**Table 5.** Coefficients[a]

| Model |  | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
|  |  | B | Std. Error | Beta |  |  |
| 1 | (Constant) | 66.493 | 2.990 |  | 22.235 | .000 |
|  | Exposed @Satgasperubahanperilaku | .116 | .040 | .279 | 2.879 | .005 |

a. Dependent Variable: Changes in community behavior

The T-test was conducted to determine whether or not there was a significant effect given by the independent variable (X) on the dependent variable (Y). If an equation is made, $Y = 66.493 + 0.116\,X$. This equation can be interpreted as a variable exposure to the Instagram account @satgasperubahanperilaku (X) which has a significant (positive) effect on changes in people's behavior patterns during the endemic period (Y). If the level of Instagram exposure increases by 1%, then changes in people's behavior patterns will increase by 0.730% assuming the other independent variables are constant. Meanwhile, the effect is said to be significant (positive) because the t-count value is greater than the t-table, namely $2.879 > 1.661$ (Table 5).

The coefficient of determination test is carried out to measure how much the model's ability to explain the variation of the dependent variable is. The magnitude of the effect of account exposure (X) on (Y), can be seen in the value of R Square which shows the coefficient of determination. This figure shows the percentage contribution of the influence of the independent variable on the dependent variable. The value of R Square obtained is 0.78, which means that there is a contribution to the influence of the account exposure

**Table 6.** Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .279[a] | .078 | .069 | 5.942 |
| a. Predictors: (Constant), exposed @Satgasperubahanperilaku | | | | |
| b. Dependent Variable: Changes in community behavior | | | | |

variable (X) with a percentage of 7.8%. While the remaining 92.2% is influenced by other factors not discussed in this study. Coefficient of Determination Test.

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## 4 Discussion

Education is needed to manage information, including information that supports health so that it can improve a person's quality of life. In addition, education is a major factor that plays a role in increasing information and knowledge. Meanwhile, knowledge is an important component in receiving information. The existence of knowledge can be a tremendous power because information is a value to know things. Currently information in the sense of the ability to send, store, and use information has been considered as an element that is equal in value to energy. Without mastering information, people will be passive, but by mastering information, someone will get creativity and innovation to do something [11].

Changes in people's lifestyles will continue to occur dynamically following and adjusting to developments. The pattern of people's lives has become cleaner because of the understanding and memory of the transmission of the Covid-19 virus. Nevertheless, awareness of the importance of Clean and Healthy Living Behavior in daily life must be carried out gradually and continuously in order to shape attitudes and behavior. The emergence of awareness of the importance of maintaining PHBS towards the endemic period of Covid-19 can be started from education, one of which comes from the exposure of the Instagram account @satgasperubahanperilaku.

The correlation between variable X and variable Y proves the implementation of MRT. This theory believes that the richer the message conveyed by a media, the easier it will be to get the expected response. Content on the @satgasperubahanperilaku Instagram account that contains narrative and visual elements. In the content, the narrative element in question is the concept of content, ideas, and goals of the content as well as the message to be conveyed. Meanwhile, visual elements cover the form of content (images, videos, and infographics) and the design of the content.

Message recipients who are the target targets of the @satgasperubahanperilaku content are represented by respondents who will digest information from the account. Outside the research, recipients are all people who access or are exposed to the @satgasperubahanperilaku account. The community is the main target of the government in order to continue to apply the protocol during the process towards the endemic Covid-19.

The response that we want to see from this research is how influential the @satgasperubahanperilaku has on people's lifestyles towards the Covid-19 endemic. The success of the @satgasperubahanperilaku account in providing education to the public can be seen directly through the comment column and survey distribution. Response is measured by looking at the achievement of three indicators, namely knowledge, attitude, and behavior.

Based on the results of the study, exposure to the Instagram account @satgasperubahanperilaku was declared to have an effect on changes in people's lifestyles towards the endemic of Covid-19. So, the working hypothesis (Ha) can be accepted, while the null hypothesis (H0) is rejected. However, the correlation between the variable "Instagram Account Exposure @satgasperubahanperilaku (variable X) to the variable "Changes in Community Lifestyle Towards the Covid-19 Endemic" (variable Y) has a value of 0.279 so the degree of the relationship is relatively low. In addition, the contribution of the influence of variable X on variable Y is only 7 percent. This shows that changes in people's lifestyles towards the Covid-19 endemic are only influenced by 7% by content from the @satgasperubahanperilaku Instagram account, while the rest is influenced by other factors.

Changes in people's lifestyles towards the Covid-19 endemic can increase by 0.730% if the Instagram account @satgasperubahanperilaku increases media exposure by 1%. Increased exposure must meet the indicators of intensity, frequency and duration. The increase in the percentage of the Y variable can be directly proportional to the increase in the X variable, because the X variable has a linear relationship with the Y variable of 0.391.

The frequency level of accessing Instagram @satgasperubahanperilaku for five times a week was carried out by 37% of the total respondents. Then the duration, respondents gave an agree response with a percentage of 46% to the statement opening an Instagram account @satgasperubahanperilaku for more than five minutes in one week. Then regarding the attention of respondents who are interested in posting to the Instagram account @satgasperubahanperilaku, respondents agreed by 43%. This explains that the majority of respondents agree that they access and are exposed to the Instagram account @satgasperubahanperilaku quite often.

Unfortunately, the information provided by the @satgasperubahanperilaku account did not quite have the effect as expected. The contribution of 7% in changing people's lifestyles towards the Covid-19 endemic is a small number. This figure is contradictory to children regarding i respondent's frequency and attention to this account. Most likely, respondents think that the information presented by this account is less interesting and does not meet their information needs.

## 5   Conclusions

Based on the results of the study, it can be concluded that exposure to the Instagram account @satgasperubahanperilaku (variable X) affects changes in people's behavior patterns entering the endemic period (variable Y), with a positive relationship direction. The Pearson correlation shows the number 0.279, which means the degree of connection is included in the weak correlation. The resulting linear regression equation is $Y = 66.493 + 0.116 X$, this equation can be interpreted if the Instagram exposure level increases by 1%, then changes in people's behavior patterns will increase by 0.730. The results of the coefficient of determination test produce an R Square value of 0.78, meaning that there is a contribution of the influence of the variable (X) with a percentage of 7.8%. While the remaining 92.2% is influenced by other factors not discussed in this study.

This research has not been able to reveal the phenomenon under study as a whole. For this reason, further research is expected to be able to measure the factors that influence changes in people's behavior patterns by using other indicators other than those studied in this study. With the exposure of the Instagram account @satgasperubahanperilaku as an independent variable, it is also hoped that the results of this study can be a reference for further research that examines similar phenomena.

From the degree of relationship between variables that are known to show a weak correlation, with an influence that only reaches 7%, it is hoped that it can be used as an evaluation material for the authorities on the pattern of people's lives towards the endemic period. The performance of the content presented, both in terms of quality and quantity of exposure to the community, should be improved so that it can become a pioneer in the dissemination of information, as well as have a positive impact on improving people's clean and healthy behavior in everyday life.

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